

AUG 01 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT EXAMINING OPERATION

Applicants: Peter Gold et al.

Serial No.: 10/783,733

Confirmation No: 6628

Filed: 02/20/2004

For: SYSTEM AND METHOD FOR MEASURING REACTIONS TO  
PRODUCT PACKAGING, ADVERTISING, OR PRODUCT  
FEATURES OVER A COMPUTER-BASED NETWORK

Examiner: Phuoc H. Nguyen

Art Unit: 2143

Atty. Dockct: HAR-004

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Mail Stop Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

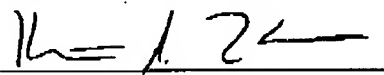
Dear Sir:

Applicants wish entered into the record the following statement regarding the Examiner's Amendment which was set forth to the Examiner at the time of authorization of the Examiner's Amendment:

Applicants authorized Examiner's Amendment to expedite obtaining a notice of allowance per telephone calls by the undersigned Attorney with the Examiner on 7/3/07 and 7/5/07 to discuss allowable subject matter. As such, the Amendment is so made without prejudice to Applicants inclusion of Claims 1, 8, 18, 27, or 31, as set forth in the previous Amendment filed April 9, 2007, in a future continuation application to obtain claims of scope to which Applicants believe they are entitled to. Claims 7, 14, 19, 21, 22 and 29 were cancelled in the Examiner's Amendment without prejudice to their inclusion also in such future continuation application.

Respectfully submitted,

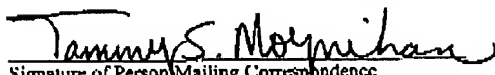
Dated: August 1, 2007

  
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